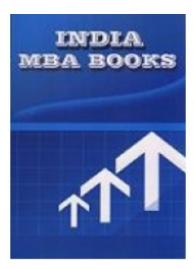
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Satisfaction, Customer Delight, Customer Loyalty, Marketing VS. Markets: Definition of Market, Competition, Key Customer Markets, Market.2) Marketplaces, Market Spaces, Metamarkets.3) **Company Orientation towards** Market Place: Product, Production, Sales, Marketing, Societal, Transactional, Relational, Holistic Marketing Orientation. Selling versus Marketing. Concept of Introduction to the Concept of Marketing Mix: Origin & Marketing Myopia.4) Concept of Marketing Mix and Definitions of 7Ps People, Processes & Physical New Marketing Realities: Major Societal Forces, New Consumer Capabilities & New Company Capabilities. **Unit 2: Consumer Behaviour**1) Meaning & Importance of Consumer Behaviour, Comparison between Organisational Buying Behaviour and Consumer Buying Behaviour, Buying Roles.2) Five Steps Buyer Decision Process. Unit 3: Marketing Environment1) Concept of Macro and Micro, Need **Environment:** for **Analysing** the Marketing Macro Environment: Analysing the Economic, Socio-Cultural, Environment.2) Demographic, **Political** Legal \_ Regulatory, Technical, Environmental Environments.3) Linkage of Marketing Function with all Functions in the Concept of Market Potential & Market Share. Unit 4: Segmentation, Organisation.4) **Target Marketing & Positioning**1) Marketing as Value Delivery **Process:** Traditional & Modern Approaches.2) Segmentation: Definition, Need for Segmentation, Benefits of Segmentation to Marketers, Bases for Market Segmentation of Consumer Goods & Industrial Goods, Criteria for Effective Segmentation.3) Market Segmentation: Segment Marketing, Niche Marketing, Local Marketing, Mass Marketing.4) Target Market: Concept of Target Market and Criteria for Selection of Target Market.5) **Positioning:** Concept of Differentiation & Positioning, Introduction to the Concepts of Value Proposition & USP. Unit 5: Product - The First Element of Product: Meaning of Product, Goods & Services Continuum, Marketing Mix1) Classification of Consumer Products - Convenience, Shopping, Specialty, Unsought, Classification of Industrial Products - Material & Parts, Capital Items, Supplies & **Product Levels:** The Customer Value Hierarchy.3) **Product** Mix: Width, Depth, Consistency & Product Line.

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